

# INFORMATION

## • EXCHANGE •

October 2001

### *Resources for Workforce Development Programs*



### *Contents*

<i>Workforce Development Update</i>	2
<i>CalWIB Creates Youth Council Institute</i>	3
<i>WorkSmart Is Now Available On-Line!</i>	3
<i>JobSnap - Career Guidance System for Youth</i>	4
<i>Governor Announces SFP Release</i>	4
<i>Worthy Web Sites</i>	4
<i>South Bay WIB Receives DOL Work Incentive Grant</i>	5
<i>NOVA Job Training Program Honored</i>	5
<i>Check It Out!</i>	6
<i>October Calendar</i>	7



### **Employment Training Network Services**

The Employment Training Network (ETN) offers technical assistance to Workforce Investment Act (WIA) funded agencies.

We provide professional consultants who will come to your agency and conduct customized training. Our lending library contains a wide variety of up-to-date relevant resources that can be accessed with just a telephone call. And, we will provide reimbursement for travel to visit exemplary programs.

The ETN offers assistance with expenses and consultant fees to WIA-funded agencies and their service providers. Please call (916) 654-8896 for information on how you can obtain these services.



## Workforce Development Update

The Local Training Response Unit (LTRU) of the Employment Development Department Workforce Investment Division (EDD/WID) is currently offering a variety of classes to provide assistance for the successful operation of your Workforce Investment Act (WIA) program.

**One-Stop Two Step** - This workshop will offer a creative way to learn about the structure of workforce development, state and local programs, networking skills, multi-tasking, community involvement and available resources. Come join us for an experience called the "One-Stop Two Step". Find out what it's like to be a customer of a One-Stop setting. Learn how one fits into the new employment world and how to assist your customer in finding resources to fulfill their career dreams.

We are currently seeking several Local Workforce Investment Boards (LWIB) who would like to host a pilot workshop. If you are interested, please contact Sharon McFarland at (916) 654-9213.

**WIA Administrative Requirements** - This workshop is intended for both new staff and those with limited experience at the Local Workforce Investment Area level. Topics for this one-day session include: WIA Federal Uniform Administrative Requirements, Administrative Policies, Procedures and Costs, Local Procurement Systems, Memorandums of Understanding, Equal Employment Opportunity and Americans with Disabilities Act, Fee for Service, and Administrative Policies, Procedures, and Costs. If you are interested in attending a scheduled workshop please visit [www.edd.cahwnet.gov/wiainbu.htm](http://www.edd.cahwnet.gov/wiainbu.htm). A list of contact agencies will be available via Information Bulletin at that site. If you would like to host this workshop, please contact Don MacMillan at (916) 654-8308 or e-mail [dmacmill@edd.ca.gov](mailto:dmacmill@edd.ca.gov).

**Developing Youth Advisory Groups in Your Community** - Designed for WIA Youth Council members, Workforce Investment Area staff, youth service providers and other practitioners who wish to empower youth to take responsibility for making a difference in themselves and their communities. Please contact Dwight Brydie at (916) 654-9492 or e-mail [dbrydie@edd.ca.gov](mailto:dbrydie@edd.ca.gov) for more information.

For a complete listing of LTRU classes visit: [www.edd.ca.gov/wiacat.htm](http://www.edd.ca.gov/wiacat.htm). If you would like to attend an LTRU class, please call the host contact person listed on the Training Calendar located at: [www.edd.ca.gov/wiacal.htm](http://www.edd.ca.gov/wiacal.htm).

## MARK YOUR CALENDARS!

**WorkNet Training & Publications Inc.** – *Build Your Expertise, Learn from the Experts*

Anaheim-October 8-9, & 29-30, 2001

Call 888-9WorkNet or

visit [www.worknettraining.com](http://www.worknettraining.com)

**California Workforce Association (CWA)/  
HR Management Services** - *Put a Dot.com In  
Your Job Search*

Sacramento-October 23, 2001

Los Angeles - October 24, 2001

[calworkforce.org](http://calworkforce.org)

**Fast-Track Training Academy** - *Addiction and  
Recovery, A Client-Centered Approach*

Oakland-October 25, 2001

Call (510) 587-7392

or visit [coordinator@wtwtrainersacademy.org](mailto:coordinator@wtwtrainersacademy.org)

**National Network of Sector Practitioners** - *Expanding  
Opportunity: Building Sector Partnerships That Work*

Oakland-October 25-28, 2001

[www.nedlc.org/nnspl/](http://www.nedlc.org/nnspl/)

**10th Annual California Association of Nonprofits  
(CAN) Conference** - *Building Better Nonprofits: Tools  
for Success*

San Francisco-November 7-9, 2001

[www.canonprofits.org](http://www.canonprofits.org)

**California Association for Local Economic  
Development (CALED) Fall Conference:** *Building a  
Powerful Community*

Burbank-November 7-8, 2001

[www.caled.org/conferences/index.tpl](http://www.caled.org/conferences/index.tpl)

**National Association of Counties (NACo)** - *2001  
Workforce Development & Human Services Conference*

Broward County, FL- November 7-10, 2001

[www.naco.org](http://www.naco.org)

**2001 CalWORKs Partnership Conference**

Anaheim-December 17-19, 2001

Call 800-858-7743 or

visit [www.dss.cahwnet.gov/calworksconf](http://www.dss.cahwnet.gov/calworksconf)

## *Workforce Investment Act*

### **California Workforce Investment Board Creates Youth Council Institute**

The California Workforce Investment Board (CalWIB) is pleased to announce the creation of California's Youth Council Institute.

Through a competitive process, the CalWIB has selected New Ways to Work and the California Workforce Association to establish the Youth Council Institute (YCI) to assist California's Youth Councils in becoming strategic and catalytic forces in developing comprehensive youth systems at the local level throughout the State over the next two years. The Institute will develop a Youth Council network and provide technical assistance and support to the State's 50 Youth Councils.

In the near future the Institute will be contacting local Areas/Youth Councils to participate in events tailored for Youth Council members, staff and youth service providers who contract with Youth Councils. There are several events currently on the calendar:

- |                 |  |
|-----------------|--|
| October 18 & 19 | Youth Council Leadership Meeting<br>Ontario, CA          |
| November 6      | Youth Practitioners' Meeting #1<br>Location tba          |
| January 9-11    | YCI Institute<br>(tba - Northern or Southern California) |
| January 16-18   | YCI Institute<br>(tba - Northern or Southern California) |
| February 5      | Youth Practitioners' Meeting #2 -<br>Palm Springs, CA    |
| February 5-7    | CWA Youth Conference -<br>Palm Springs, CA               |

For information regarding the Youth Council network, or to become a part of the YCI list serve, please write to [ycai@nww.org](mailto:ycai@nww.org)

## *On-Line Occupation Information*

### **WorkSmart Is Now Available On-Line!**

The Employment Development Department announces the availability of the WorkSmart application on the Internet at:

[www.worksmart.ca.gov](http://www.worksmart.ca.gov)

WorkSmart offers entry-level job seekers and work force re-entrants "soft" skills and occupational information to assist them in obtaining employment.

WorkSmart is a useful tool for both job seekers and workforce preparation professionals who provide job readiness and career counseling information to job seekers.

Special WorkSmart features:

- Easy to understand
- Self-help tool
- Workplace photographs
- Job search resources
- Soft skills tips on appearance, attitude, timeliness, and

commitment to the job

- Line by line instructions for writing a resume, cover letter, and employer thank you note (samples included)
- Tips on preparing for an interview

WorkSmart also provides the descriptions of 50 entry and mid-level occupations including:

- Wages
- Occupational employment projections
- Career growth opportunities
- Entrance requirements

Originally, WorkSmart was released as a CD-ROM product in 1999. The WorkSmart application has been updated with the latest California wages and projection data in preparation for the Internet release. The CD-ROM product will no longer be produced after the WorkSmart release on the Internet.



## *Youth Job Search*

### **JobSnap - Career Guidance System for Youth**

The idea of providing students with an easy and accessible career guidance system has been years in the making. Idea became reality when JobSnap arrived at high school campuses throughout Sonoma County last year.

It all started when Michael Rand, co-founder of Vision Videographics in Petaluma, approached teacher Jerry Loucks with a plan to create a video library of local job opportunities for students. But what began as a passive video series has evolved into an interactive multimedia tool that's actively engaging students in career exploration.

JobSnap is a four-step career guidance curriculum with a computer-based program at its core. The curriculum is structured to move students through an interactive, self-guided exploration of "work types" and entry-level job opportunities. The program uses high-quality video to introduce students to specific jobs and demonstrate the relevance of classroom learning to the skill requirements of those jobs.

JobSnap works by first helping students identify their specific skill-set. Students then explore how their individual skill-set compares to industry requirements for 23 broadly defined work types. Students select specific work types to explore by reviewing a list of key characteristics and required skills, then watching a short video overview of how this type of work utilizes the identified skill-set.

Students next have the opportunity to interactively investigate three to five entry-level jobs in the work areas they have selected. JobSnap's video database includes 70 job titles that provide an excellent first look at various types of work. Students explore the jobs at the computer by clicking on commonly asked questions and watching video clips that answer those questions.

After identifying a job title of interest, students are encouraged to find out more by actually talking with or shadowing someone from a local business with that job. JobSnap also provides students with an Informational Interview Packet, printed materials designed to help them approach prospective employers and create favorable first impressions in an interview.

For more information on JobSnap, you may visit the web site at [www.jobsnap.net](http://www.jobsnap.net). You may also contact Michael Rand at (707) 762-8411.

## *Community and Faith-Based Funding*

### **Governor Announces SFP Release**

On behalf of Governor Gray Davis, the California Health and Human Services Agency and the Employment Development Department (EDD) are soliciting proposals from Community and Faith-Based organizations for programs that propose innovative and effective employment strategies. The strategies should focus on customized employment services for the most difficult to serve and hardest to employ individuals not currently served by the current system of workforce development programs and services. The Solicitations for Proposals (SFP) detail the eligibility requirements for this funding and the criteria necessary to successfully compete. The SFP may be obtained on-line at the California EDD web site [www.edd.ca.gov/emptran.htm](http://www.edd.ca.gov/emptran.htm) (Employment and Training Special Projects) or by calling toll free (866) 498-6653. Proposal submission deadline is October 15, 2001.

## *Worthy Web Sites*

**[www.edd.cahwnet.gov/eddwtfpub.htm](http://www.edd.cahwnet.gov/eddwtfpub.htm)**

"California Career Ladders to the 21st Century" is a joint project of the Employment Training Panel (ETP) and the Employment Development Department (EDD). This pilot program was designed to meet the needs of employers for skilled workers and the needs of workers for better paying jobs. Career Ladders is deploying approximately \$15 million to employers across the State in specific industries who are interested in developing career ladder programs for their entry-level employees.

**[www.heldrich.rutgers.edu/index.html](http://www.heldrich.rutgers.edu/index.html)**

The U.S. Department of Labor (USDOL) wanted to identify, document and disseminate innovative and promising practices supporting One-Stop Career Centers/Systems under the Workforce Investment Act (WIA). The John J. Heldrich Center for Workforce Development at Rutgers University was asked to solicit profiles of these practices on behalf of the USDOL.

Three key areas were identified for nominations: Service to Job Seekers; Service to Employers; and One-Stop System Design and Management.

The first round of site visits and case study descriptions are available at this web site.

### Local Area Activity

## South Bay WIB Receives DOL Work Incentive Grant

In October of 2000, the South Bay Workforce Investment Board (SBWIB) was awarded \$864,000 by the U.S. Department of Labor (DOL) under the federal Workforce Investment Act on behalf of the South Bay Work Incentive Partnership (the Partnership) to increase access to one-stop career center services by persons with disabilities.

The South Bay Workforce Investment Board (SBWIB) was one of twenty-two (22) agencies in the country awarded grant funding under DOL and the Workforce Investment Act (WIA) and the only award recipient in the State of California.

The project goal is to provide a seamless system of service delivery to persons with disabilities seeking employment and career opportunities. Three major project objectives will be carried out by May 2003 to help the Partnership achieve this goal, including enhancement of access to WIA Core services by workers with disabilities in the local workforce investment area; the employability of persons with disabilities as facilitated by access to WIA Core services; and the employment environment (employer knowledge and accommodations) for persons with disabilities.

Each of the six (6) one-stop career centers in the South Bay Local Workforce Investment Area received new equipment ("assistive technology") in June and July of 2001. Goodwill Industries was commissioned to assess each one-stop site for access limitations which could be addressed by new, assistive technology. The grant-funded equipment will facilitate access to services at each one-stop by persons with visual impairments, hearing impairments and other disabilities.

Professional development activities for one-stop staff will be conducted throughout the project. Under the DOL grant, structured training sessions will be developed and conducted jointly by the project's partners to increase awareness, sensitivity to and knowledge of a range of disabilities issues by one-stop managers and supervisors, job developers, case managers and support staff. Training topics will include: common myths and realities regarding disabled workers, current and upcoming legislation affecting workers with disabilities, and methods for identifying the specific needs of disabled one-stop customers.

Other project activities will include: development and implementation of coordinated job development strate-

gies; and joint development and implementation of a marketing plan to raise awareness of one-stop services among local businesses and workers with disabilities.

For more information on the South Bay Work Incentive Partnership Project, please contact Ms. Terry Cantine at (310) 970-7700/7749 or via e-mail at [tcantine@sbwib.org](mailto:tcantine@sbwib.org).

## NOVA Job Training Program Honored

North Valley (NOVA) Workforce Board, serving the cities of Sunnyvale, Mountain View, Cupertino, Los Altos, Palo Alto, Milpitas and Santa Clara, has been selected as this year's recipient of the prestigious Showcase Award by the U. S. Department of Labor and the National Association of State Workforce Agencies.

The award was presented to NOVA in recognition of its Labor Market Information Plus Project (LMI+) on July 15, 2001, at the opening ceremonies of the fifth annual Joint Employment and Training Technology Conference (JETT\*CON) held in Baltimore, Maryland.

Nominees were judged based on their innovation, portability, effectiveness, and universality in designing and carrying out highly successful public workforce programs that utilize technology to provide quality services. This is the second award NOVA has won from JETT\*CON, having previously won the Showcase Award in 1997 for its Youth @ Work program.

NOVA's LMI+ Project investigates emerging industries involved in the development and commercialization of new technologies, products, and services. The resulting reports provide in-depth information on an industry, from how it got its start to what its future holds. The reports also describe an industry's labor needs, typical job positions and responsibilities, required skills and education, where the job growth is or will be, and where to obtain the necessary education and skills. LMI+ also includes Career Ladders, funded by the David and Lucile Packard Foundation, which provides extensive career path information in a one-stop format.

For more information about NOVA or the LMI+ project, please call NOVA at (408) 730-7232, or visit its web site at [www.novaworks.org](http://www.novaworks.org). Information on Career Ladders can be found at [www.careerladders.org](http://www.careerladders.org).





## Check It Out!

The resource materials listed below are available for loan from the ETN library. Please call (916) 654-8386 with your requests.

### TOTAL QUALITY MANAGEMENT

Taking the Mystery Out of TQM, A Practical Guide to Total Quality Management, Career Press (J2078)

### ONE-STOP

CESER Curriculum, Assessment in the One-Stop System, Center for Employment Security Education and Research, (CD-ROM) (J2081-CD)

Access for All: A Resource Manual for Meeting the Needs of One-Stop Customers with Disabilities, Institute for Community Inclusion, Children's Hospital Boston, University of Massachusetts Boston (J2094)

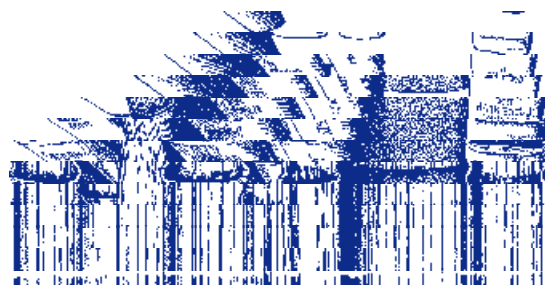
### WELFARE REFORM

How Welfare and Work Policies Affect Employment and Income: A Synthesis of Research, Manpower Demonstration Research Corporation (J2082)

Big Cities and Welfare Reform, Early Implementation and Ethnographic Findings from the Project on Devolution and Urban Change, Manpower Demonstration Research Corporation (J2099)

### WORKFORCE INVESTMENT ACT

Workforce Investment Act "Greatest Hits", Bowes Ltd., (CD-ROM) (J2100-



CD)

### EMPLOYABILITY SKILLS

60 Second Stress Management: The Quickest Way to Relax and Ease Anxiety, New Horizon Press (J2092)

Emotional Intelligence Works: Developing "People Smart" Strategies, Crisp Publications, Inc. (J2093)

The Employee Handbook of New Work Habits for a Radically Changing World, 13 Ground Rules for Job Success in the Information Age, Pritchett & Associates, Inc. (J2095)

Self-Esteem & Peak Performance, CareerTrack (Audio cassettes) (J2122-CA)

Problem Solving, Ferguson Publishing Company (J2110)

Decision Making and Problem Solving, South-Western Educational Publishing (J2111)

The Power of Positivity, 80 Ways to Energize Your Life, SkillPath Publications (J2129)

How to Deal with Difficult People, SkillPath Publications (J2130)

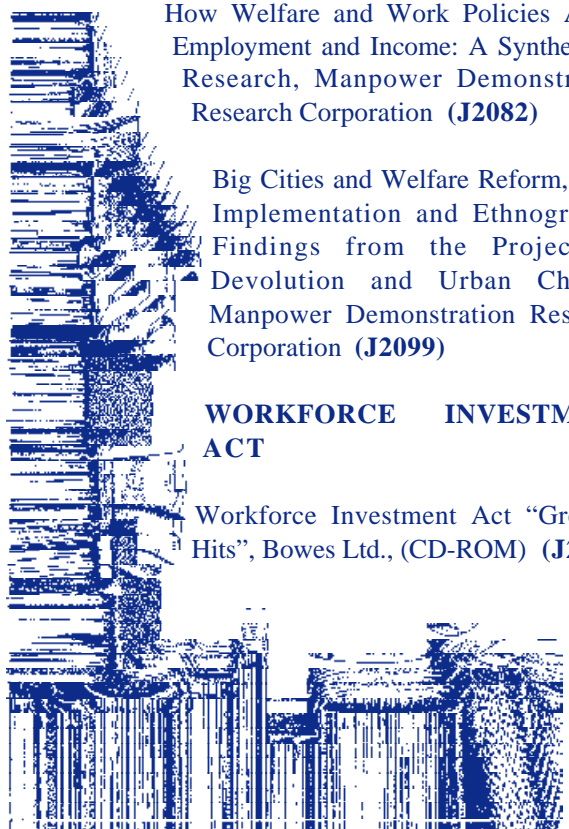
### CASE MANAGEMENT

Case Management for the Hard-to-Employ, Effective Job Retention: Managing the Costs of Work, Career Point (Video) (J2105-AV)


Case Management for the Hard-to-Employ, What Makes Your Client Employable?, Career Point (Video) (J2105-AV)

### PROJECT MANAGEMENT

Project Management, A Practical Guide for Success,



## OCTOBER 2001

Monday	Tuesday	Wednesday	Thursday	Friday
1	2 <div>WIA Administrative Requirements Sacramento - (916) 654-8308</div>	3	4 <div>WIA Performance Management -Youth Programs Imperial County - (760) 353-5050</div>	5
8	9 <div>Working with Customers with Disabilities Anaheim-(714) 765-4348</div>	10 <div>Working with Customers with Disabilities West Covina-(714) 991-0832</div> <div>WIA Youth Service Strategies Ventura - (805) 648-9524</div>	11	12
15	16 <div>WorkNet Training &amp; Publications Inc. –Build Your Expertise, Learn from the Experts Anaheim - 888-9WorkNet or visit <a href="http://www.worknettraining.com">www.worknettraining.com</a></div>	17 <div>WIA Performance Management Fresno - (559) 490-7164</div>	18	19 <div>Youth Council Leadership Meeting Ontario - <a href="http://calwia.org">calwia.org</a></div>
22	23 <div>WIA Performance Management-Youth Programs Monterey-(831) 796-3323</div> <div>CWA/HR Management Svcs - Put a Dot.com In Your Job Search-Sacramento - <a href="http://calworkforce.org">calworkforce.org</a></div> <div>WIA Administrative Requirements-Merced - (209) 385-7349x2041</div>	24 <div>WIA Performance Management - Adult &amp; DW Programs Monterey-(831) 796-3323</div> <div>CWA/HR Management Svcs - Put a Dot.com In Your Job Search Los Angeles - <a href="http://calworkforce.org">calworkforce.org</a></div>	25 <div>WIA Performance Management - Adult &amp; DW Programs Monterey-(831) 796 3323</div> <div>Fast-Track Training-Addiction and Recovery <a href="mailto:Oaklandcoordinator@wetrainersacademy.org">Oaklandcoordinator@wetrainersacademy.org</a></div> <div>Nat'l Network of Sector Practitioners-Building Sector Partnerships That Work - October 25-28 Oakland - <a href="http://www.nedlc.org/nnsf">www.nedlc.org/nnsf</a></div>	26
29 <div>WorkNet Training &amp; Publications Inc. –Build Your Expertise, Learn from the Experts Anaheim - 888-9WorkNet or visit <a href="http://www.worknettraining.com">www.worknettraining.com</a></div>	30	31		

\*Training in shaded boxes conducted by the Local Training Response Unit - [www.edd.ca.gov/wiacal.htm](http://www.edd.ca.gov/wiacal.htm)

# INFORMATION EXCHANGE

EMPLOYMENT TRAINING NETWORK  
c/o EDD/WID  
PO Box 826880 MIC 69  
Sacramento, CA 94280-0001

## THE EMPLOYMENT TRAINING NETWORK *Resources for Workforce Investment Act (WIA) Programs*

*Information Exchange* is published monthly by the Employment Training Network under the auspices of the Association of California School Administrators (ACSA), Foundation for Educational Administration (FEA). Funding is provided by the Employment Development Department, Workforce Investment Division (EDD/WID). The contents of this newsletter do not necessarily reflect the position and/or policy of the EDD/WID or ACSA, FEA which administers the Employment Training Network. Comments may be directed to Diane Coad, Editor, Employment Training Network, c/o EDD/WID, P.O. Box 826880, MIC 69, Sacramento, CA 94280-0001; Email - [dcoad@edd.ca.gov](mailto:dcoad@edd.ca.gov); Internet site: [www.trainingnetwork.org](http://www.trainingnetwork.org)

The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Workforce Investment Act (WIA) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety areas. Local Workforce Investment Areas (LWIAs) staff may benefit from the following services:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to LWIA staff members or contractors operating LWIA programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **WIA funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

**EDD is an equal opportunity employer/program.**

